CLAIMS

- 1 1. A method for performing variable data printing, said method comprising:
- defining independent portions of a variable data print (VDP) campaign such
- 3 that the VDP campaign includes a design portion, a rules portion and a variable data
- 4 portion; and
- 5 defining inputs and outputs associated with each of the portions of the VDP
- 6 campaign.
- 1 2. The method of claim 1, wherein the outputs for the variable data portion of the
- 2 variable data print campaign comprise a Personalized Print Markup Language
- 3 Template (PPMLT) data element.
- 1 3. The method of claim 2, wherein the outputs for the variable data portion of the
- 2 variable data print campaign additionally comprise a first PPMLT data structure
- 3 element.
- 1 4. The method of claim 1, wherein the outputs for the design portion of the VDP
- 2 campaign comprise a PPMLT template.
- 1 5. The method of claim 4, wherein the outputs for the design portion of the VDP
- 2 campaign additionally comprise a second PPMLT data structure element.
- 1 6. The method of claim 4, wherein the outputs for the rules portion of the VDP
- 2 campaign comprise data formatted with respect to the PPMLT template.

- 1 7. The method of claim 4, wherein the outputs for the rules portion of the VDP
- 2 campaign comprise a PPMLT data mapper element.
- 1 8. The method of claim 7, wherein the outputs for the rules portion of the VDP
- 2 campaign additionally comprise a third PPMLT data structure element corresponding
- 3 to an input format of data that is to be used by the PPMLT data mapper element, and a
- 4 fourth PPMLT data structure element corresponding to an output format of data that is
- 5 to be provided by the PPMLT data mapper element.
- 1 9. The method of claim 1, further comprising:
- 2 using the inputs and outputs defined for the rules portion of the VDP campaign
- 3 such that of the rules portion is prepared independently with respect to at least one of
- 4 the variable data portion and the design portion.
- 1 10. The method of claim 1, further comprising:
- 2 using the inputs and outputs defined for the variable data portion of the VDP
- 3 campaign such that the variable data portion is prepared independently with respect to
- 4 at least one of the design portion and the rules portion.
- 1 11. The method of claim 1, further comprising:
- 2 using the inputs and outputs defined for the design portion of the VDP
- 3 campaign such that the design portion is prepared independently with respect to at
- 4 least one of the variable data portion and the rules portion.

- 1 12. A system for performing variable data printing, said system comprising:
- a dynamic variable data print (VDP) workflow system operative to receive
- 3 information corresponding to independent portions of a VDP campaign, the VDP
- 4 campaign comprising a design portion, a rules portion and a variable data portion, the
- 5 dynamic VDP workflow system being further operative to combine the information
- 6 received to form a Personalized Print Markup Language Template (PPMLT) print job.
- 1 13. The system of claim 12, wherein the dynamic VDP workflow system is further
- 2 operative to convert the PPMLT print job to a Personalized Print Markup Language
- 3 (PPML) print job.
- 1 14. The system of claim 12, wherein the dynamic VDP workflow system
- 2 comprises computer-executable instructions.
- 1 15. The system of claim 14, further comprising:
- a processor operative to execute computer-executable instructions; and
- memory communicating with the processor, said memory storing the dynamic
- 4 VDP workflow system.
- 1 16. The system of claim 12, further comprising:
- 2 a design system operative to communicate information corresponding to the
- design portion of the VDP campaign to the dynamic VDP workflow system, the
- 4 information corresponding to the design portion comprising a PPMLT template.

- 1 17. The system of claim 12, further comprising:
- 2 a variable data system operative to communicate information corresponding to
- 3 the variable data portion of the VDP campaign to the dynamic VDP workflow system,
- 4 the information corresponding to the variable data portion comprising a PPMLT data
- 5 element.
- 1 18. The system of claim 12, further comprising:
- 2 a rules system operative to communicate information corresponding to the
- 3 rules portion of the VDP campaign to the dynamic VDP workflow system, the
- 4 information corresponding to the rules portion comprising a PPMLT data mapper
- 5 element.
- 1 19. The system of claim 12, further comprising:
- 2 a digital printing device operative to receive information corresponding to the
- 3 PPMLT print job from the dynamic VDP workflow system and print the print job as
- 4 hardcopy.
- 1 20. The system of claim 12, further comprising:
- 2 means for printing the print job.